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## MEDIA ADVISORY

### **PRESS CONFERENCE TO BE HELD ON MONDAY, MAY 12 TO ANNOUNCE FOURTH ANNUAL ASIAN HERITAGE STREET CELEBRATION** *-All Asian communities will be represented-*

**SAN FRANCISCO (May 12, 2008)** - A press conference to announce the fourth annual Asian Heritage Street Celebration will be held Monday, May 12 at the Union Bank of California Hospitality Room in the Japan Center – Miyako Mall. The agenda will be distributed at conference time and there will be photo opportunities for the press. Food and drinks will also be provided.

- What:** **Press Conference Announcing Fourth Annual Asian Heritage Street Celebration**
- Who:** **Fiona Ma – Assemblywoman  
Phil Ting – Assessor- Recorder  
Jeff Adachi – Public Defender  
Hydra Mendoza – Board of Education Member  
Jane Kim – Board of Education Member  
Rodel Rodis – City College Trustee  
Dr. Samuel So – Asian Liver Center at Stanford Director  
James Fang – BART Board Member, AsianWeek President**
- When:** **Monday, May 12, 2008  
5.45 p.m.**
- Where:** **Union Bank of California Hospitality Room  
Japan Center – Miyako Mall  
1675 Post St., San Francisco**
- Information:** **[www.asianfairsf.com](http://www.asianfairsf.com)**
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**About the Asian Heritage Street Celebration**

The Asian Heritage Street Celebration is organized in cooperation with over 150 organizations in the local and Asian American community. It is the largest gathering of Asians/Pacific Islanders in America. It includes two live stages, arts & crafts section, j-car gathering, food, Thai kick boxing ring and children's area. California Pacific Medical Center will also conduct free hepatitis B This year's sponsors include California Pacific Medical Center, Subaru, AT&T, Wells Fargo Bank, Brown and Toland Medical Group, Bristol-Meyers Squibb, CBS 5/CW Bay Area, PG&E, Golden Gate Disposal and Recycling Company, California Lottery, Singha Beer, and the Japantown Merchants Association. Media sponsors include AsianWeek, ImaginAsian TV, MYX TV, Korea Times, Hokubei Mainichi, Sing Tao Daily, Ming Pao Daily News, Mo Magazine, World Channel Inc, KTSF 26, Philippine News, Philippine Fiesta, Hyphen Magazine, SF Station, Filipinas Magazine, and Goldlink Radio Evening News 1400AM.

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